



JANUARY
6-7

Red Cross Bloodmobile
Will Be At Cone Mills

The Textorian

Weekly Publication of



Cone Mills Corporation



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Will Be At Cone Mills

VOLUME XXVII, No. 1

GREENSBORO, NORTH CAROLINA, FRIDAY, JANUARY 1, 1954

FOUR PAGES



TOUR WHITE OAK PLANT—Officials and representatives of Levi Strauss and Company, San Francisco, makers of the famous denim Levi's, saw denim being made at White Oak Plant of Cone Mills Corporation, world's largest producer of denim, as part of their three-day Eastern Division convention at Sedgefield Inn, week before last. In the picture above, made just before the group went to White Oak Hotel for lunch, are: Row 1—Lee Weinberg of Chicago, Midwest division manager; Peter E. Haas of San Francisco, vice president; C. W. Lagoria of San Francisco, national sales manager; Saul Dribben of New York, president of Cone Mills Inc.; Walter A. Haas of San Francisco, president of Strauss; Herman Cone of Greensboro, president of Cone Mills Corp.; and Oscar Groble of New York, Strauss Eastern division manager. Row 2—E. M. Stafford Jr., of Sedalia, Mo., Strauss factory manager; Ben Newton of Chicago; Howard Shapiro of Peoria, Ill.; Conrad Toole of Cincinnati; Thomas J. Cannon Jr., of Des Moines; Donald Sanders of Grand Rapids, and Ernest Trachtenberg of Philadelphia, all sales representatives, and Henri Van Kerken of New York, purchasing department. Row 3—Leslie Netzg of Columbus, Ohio; Richard Long of Indianapolis; Sam Moss of Pittsburgh; and Allen Moss, Richmond, all sales representatives; and Marion G. Armijo of San Francisco, assistant controller; Elmore F. Gaffney of San Francisco, merchandise manager, and Jack Pike of Milwaukee, sales representative. Row 4—George Schuberger of Detroit; William Griffin of Charlotte; John Arlanian of Boston; Harold Bloomer of Newark; Harry Rhymers of Minneapolis; and John Moore of Boston, all sales representatives; Art Roth of San Francisco, assistant advertising manager, and William Klein of Louisville, sales representative. Row 5—Percy Netzg of Detroit, salts representative; Stanley Beerman of San Francisco, assistant merchandising manager; William B. Kleiner of Baltimore, and Thomas Donohue, of New York, both sales representatives. Row 6—William Roberts of Knoxville, factory manager; Herman Schneider of New York, purchasing; Richard O'Meara of New York, sales representative; Aleck Paul of San Francisco, assistant merchandising manager; John Pelham of Sedalia, Mo., assistant factory manager, and William Wilson of Kansas City, sales representative. Row 7—Max Bernstein of Rochester; Ted Golin of Chicago, and Edwin Shapiro of Detroit, all sales representatives, and Frank Ponder of San Francisco, production engineer.



25-YEAR BONUS CHECKS—Marion W. Weiss, vice president of Cone Mills Corporation, standing, left, presents 25-year bonus checks to employees of Revolution Division. Those completing 25 years service are, seated, left to right, Miss Maude Swaney, Mrs. Maude S. Hobbs, Jesse C. Stephens and Tracy Burke; standing, Roy Lee Bennett, James G. Durham, Stephen C. Sumner, Herman M. Leonard, Hugh J. W. Bailey, Willie Neal, Mack Fulk, Coley Phillips, superintendent, is at right.

Red Cross Asks Blood Donations of Employees

Red Cross Bloodmobile will be in the Cone Mills area on Wednesday and Thursday, January 6 and 7, to receive donations of blood by all persons willing to give and who are passed by the physician in charge.



Chester W. Arnold

Chester Arnold To Serve On BNA Panel

Chester W. Arnold, personnel director of Cone Mills Corporation, has accepted an invitation to serve as a member of the 1954 Panel of the Bureau of National Affairs, Inc. Personnel Policies Forum. The BNA, located in Washington, is a source of labor, legal and economic information for business and professional use. Purpose of their Forum, published in booklet form, is the exchange of information and opinion on personnel and industrial relations matters.

These surveys which were started in 1951, have been reprinted in many journals and publications dealing with subjects in the personnel field.

Dean Dinwoody, president of BNA, in his invitation letter to Mr. Arnold states, "In selecting the 1954 Panel, we have asked each of our BNA District representatives to nominate a small, but representative, number of industrial relations and personnel officials for membership. They have chosen men in each local area who are articulate and respected for their leadership."

Each member of the forum panel receives the same questions for discussion. Mr. Arnold will base his comments and opinions on Cone Mills personnel policies and practices.

Mr. Arnold, who has been personnel director of Cone Mills for the past 8 years, is president of the Personnel Association for the Greensboro Area. He is a graduate of Davidson College and has been associated with Cone Mills since 1932.

The Bloodmobile will be at Proximity YMCA on Wednesday from 11:30 a.m. to 5 p.m. and at White Oak YMCA on Thursday at the same time.

Through the Red Cross Blood Program, blood is made available by voluntary donors for all who need it in the local hospitals. There is no charge for blood. There is, however, a standard hospital laboratory fee of \$10.00 for cross-matching, typing and transfusing.

Men and women between the ages of 18 and 59 may be donors. Those 18 to 21 must either be married, in the armed services or have written consent of parent or guardian.

Each prospective donor is given a physical check-up by physician-in-charge and staff nurses before being allowed to donate. No one is allowed to give unless found to be physically able to do so. Medical history, temperature, pulse, blood pressure and hemoglobin are checked. After donation the donor enjoys a snack in the canteen. It takes an hour or less. Each donor will receive a card showing blood type, RH factor.

Donors are asked to eat normally up to four hours before donation time. During the four hour period—do not starve yourself. But do not eat any fatty foods such as cream, butter, meats, fried foods, eggs. Do eat such things as fruit juices, bread, crackers, vegetables without fat, jelly, skimmed milk, black coffee, tea, bottled soft drinks.

The Red Cross Program started in Greensboro - Guilford County July 8, 1952. In the first twelve months over 4,100 pints of blood (at no charge for the blood) were transfused to patients in our local hospitals.

An average of 350 pints of blood is being used each month in local hospitals.

Sign up today to be a donor. The pint of blood you give will help to save a life.

Textorian Meeting

Six representatives to The Textorian from plants located away from Greensboro are expected for a luncheon meeting next Tuesday, January 5. The representatives are asked to meet first in The Textorian office in the Cone Mills Laboratory Building then go to Proximity YMCA as guests of the paper at lunch.

The manager will discuss the purposes and policies of The Textorian, the gathering and writing of news and features, and conduct the group through the print shop and Photographic laboratory.



GRANITE SUGGESTION—Paul Kearns, Cutting Room mechanic, Granite Plant, Haw River, points to the rubber band that he suggested be placed on the ends of the cutting machine knife shaft to keep spare knives separated from knives in use. This will aid in preventing salvage damage by extra knives getting too near the knives in use. Mr. Kearns received a cash award from Cone Mills Corporation for his suggestion.

Funeral Held For Jack Boyd Cox

Funeral was held Wednesday at 2:30 in Forbis and Murray Chapel for Jack Boyd Cox, 36, of 2105 Hubbard Street. Rev. Mack Welch, pastor of Palm Street Congregational Christian Church, and the Rev. E. O. Lankford, pastor of the Lankford (Continued on page 4)

Birth Announcement

Mr. and Mrs. Robert L. Weaver, Florida Street, announce the birth of a daughter, Tuesday, December 29, at St. Leo's Hospital. Mr. Weaver is employed in the Textorian office.

Meeting Changed

Entre Nous Club will meet on Friday, January 8 instead of today. The Cone Maids will give a program of singing, states Mrs. Sarah Walker, president.

Company Gives Park Property

Approximately 19 acres in Alabama City has been deeded to the city of Gadsden by Cone Mills Corporation to be used as a park area.

Dwight Division of Cone Mills Corporation is located in Alabama City.

Baby Clinic

Present at the combined Clinic for White Oak, Revolution and Proximity held at White Oak YMCA were Kenneth Parsons, Becky Adams, Lois Adams, Joyce Adams, George Adams, Michael Scruggs and Ricky Scruggs.

Mrs. Lucinda Jones, R.N. of the Greensboro-Guilford County Health Department, gave three immunizations and two vaccinations.

Revolution Club Distributes Gifts

Revolution Community Club sent Christmas cheer to the rest number of individuals have ever attempted to do this Christmas.

The gifts were small but wishes were many and most sincere for those in need and the sick and shut-ins in our community.

Fine gifts went outside the community to individuals formerly connected with Revolution and \$10.00 in cash to the Cerebral Palsy School.

Candies donated by a friend of the club was put in cellophane bags, tied with colorful ribbons and distributed.

The club women are indebted to Freddie and Susan Moore for assisting in the distribution of these Christmas cheer packages.

White Oak Matron's Give To Needy People

White Oak Matron's Club, a small band of civic minded women, who meet one morning a month, gave Christmas cheer to two needy families, and sent a box of candy to an old couple who have recently entered the Guilford County Home.

This was one of their many neighborhood calls which they answered during the year.

At the last meeting the group decided to spend some time on sewing, so anyone who wishes to cut, sew or fit any garment should come prepared with sewing equipment. Mrs. Lowell Steele will be there to assist them.

The next meeting will be on Wednesday, January 20 at 10:00 o'clock.



Robert O. Simpson

Simpson To Head Nashville Office

Robert O. Simpson becomes manager of the Nashville, Tenn. office of Cone Mills Inc., effective today. He will succeed William H. Lambeth, who will retire as head of this office on January 1st, as noted.

Mr. Simpson joined the company in November, 1948, as a sales trainee and worked in all merchandise departments. In September, 1949, he was assigned to the Nashville office where he traveled the Tennessee, Arkansas and Kentucky territories, handling the Cone household lines and also calling on the cutting trade.

Prior to coming with Cone he was an executive assistant with Colonial Fabrics, New York, where he supervised sales analysis, production control records and employment.

He is a graduate of the Harvard Business School and served in the United States Navy as a lieutenant during World War II, heading the supply section of Aviation Ordinance, Washington, D. C.

A Little Advertising Goes A Long Way

Paul Latham, whose father at one time was pastor of St. Paul's Methodist Church, says that the best part of his stay in Washington State near the British Columbia line, was the night he saw the Cone Mills Quartet on the national television program, Ted Mack's Amateur Hour. Now a local taxi driver, Mr. Latham likes to relate this even though it has been more than two years ago.

Fight On Polio Is Fourth Front

America has opened the "Fourth Front" in the long war against a tough and elusive enemy—poliomyelitis.

After 16 years of defensive fighting on the three fronts of research, patient aid and education, the American people—with the National Foundation for infantile Paralysis as their high command—have now taken the offensive for the first time with the opening of the Fourth Front—polio prevention.

The weapons of the Fourth Front are two-fold.

Gamma Globulin, the precious blood derivative which gives a degree of temporary protection against paralytic polio, and a trial vaccine, which would provide long-term immunity.

Gamma Globulin—GG—already is in the field with hundreds of thousands of individuals inoculated during 1953 and plans for doubling the supply in 1954.

The trial vaccine is now on the proving ground, with tests under way to determine whether it will do the job.

Every good soldier knows that the cost of an offensive far exceeds in men and material that of defensive warfare.

And this is the reason why the National Foundation has estimated the need at "50 per cent more in '54" in January's March of Dimes.

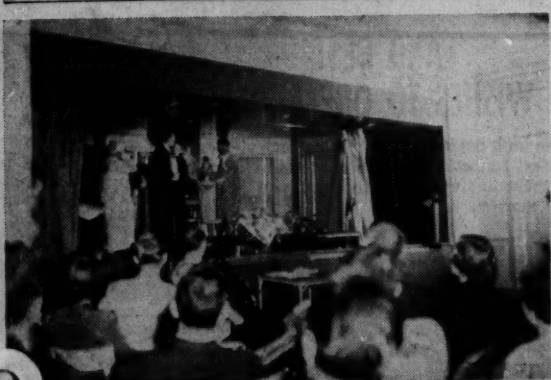
In 1953 the March of Dimes reached an all-time high of \$51,500,000. The heavy cost of caring for polio patients, of financing scientific research, of training professional people and of buying gamma globulin exhausted even this considerable fund before the year's end.

In 1954 the gamma globulin and vaccine programs alone will cost an estimated \$26,500,000. And the fight on the three earlier fronts goes on without pause.

(Continued on page 4)



CHRISTMAS PARTY—The dancing gets under way at the Cone Mills office Christmas party at Starmount Country Club. Music was by the Softones of Danville, Va. Dinner and a program included carols by the choir, directed by Blair Ayers, and a humorous movie of life at Cone Mills, preceded the dancing. Jim Perrin was general chairman of the event, attended by approximately 300 people.



ORIGINAL SKIT—"Twas the Night Before Christmas," an original skit by Jim Marvin and others, starring Gordon Williams, was one of the main features of the Cone Mills office Christmas party. Approximately 300 attended the event at Starmount Country Club.



WINNING SCENE—Mrs. Barbara Stewart made the above Christmas scene for the Y canteen in the Spinning Room at White Oak Plant. She received a cash award from Cone Memorial YMCA canteen for winning first place in the annual contest. Mrs. Jessie Whitt, shown above, was on duty at the time the picture was made. George Gregory was runner-up in the contest.



HONORED—H. M. Angel, left, general secretary of Cone Memorial YMCA, is shown receiving the Honor Award, annual recognition by Woodmen of the World, Camp 26, presented by Charles A. Hines, a national director of the Woodmen of the World. The award, given on December 14, is presented to the person who in the judgment of the local group has contributed a service to the community over and above the call of duty. Various officers and directors of the local YMCA and Woodmen of the World members attended the ceremony at Proximity Y.

THE TEXTORIAN

Published every week except Summer Vacation and Christmas Weeks

LELAH NELL MASTERS . . . MANAGER

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PROXIMITY



REVOLUTION

PRINT WORKS

WHITE OAK

No communication of any sort or description, whether news or expression of opinion upon any topic, will be published unless accompanied by real name of writer. The name, however, will not be published unless consent is given.

FRIDAY, JANUARY 1, 1954

Thoughts For The New Year

As we enter the new year of 1954, we can at least give a prayer of thanks over the cessation of hostilities in Korea. We can also muster up some encouragement over what appears to be a more conciliatory attitude on the part of the Russian Communist leaders.

Unfortunately, our optimism insofar as world affairs are concerned is not resting upon a firm foundation. Although we do have faint rays of hope, there are too many threatening Red clouds in the sky for any true rejoicing or for complacency.

We also face a new year without too much cause for a feeling of economic optimism. Thus far, most of the economists in the country do not predict a depression or a drastic recession. On the other hand, we have noted that no one has been willing to forecast a business boom.

The new year certainly challenges us to put forth our best efforts toward high efficiency and top quality. It is quite certain that for successful operations both will be necessary.

Regardless of what our particular job happens to be, we can make no mistake in developing a tolerant attitude and a spirit of real cooperation. Such an attitude can never be harmful to a sound cause and can certainly help make the going less rough regardless of what the future may hold.

The Textorian desires to take this occasion to wish all of its readers a happy, healthy and cooperative New Year.

ATTENDANCE REPORT

NOVEMBER 30, 1953 to DECEMBER 6, 1953

	Rev.	Prox.	W. Oak	P. Wks.	Rayon
Department	90.41%	92.43%	93.47%	96.33%	95.80%
Carding, 1st	96.06	95.33	94.06		
Carding, 2nd	95.46	93.82	92.70		
Carding, 3rd	94.40	89.85	93.93		
Spinning, 1st	93.71	89.22	94.38		
Spinning, 2nd	87.47	90.85	92.08		
Spinning, 3rd	86.81	87.10	85.75		
Dyeing, 1st	98.95	96.67	96.61	96.00	
Dyeing, 2nd	90.00	100.00	100.00		
Dyeing, 3rd	100.00	100.00	100.00		
Rayon Dye & Fin.	97.14				
B. & S. 1st		91.07	97.22		
B. & S. 2nd		93.61	91.36		
B. & S. 3rd		100.00			
Preparation, 1st				99.13	
Preparation, 2nd				97.14	
Preparation, 3rd					
Weaving, 1st	95.57	92.12	95.55	91.29	
Weaving, 2nd	92.69	91.67	92.43	98.72	
Weaving, 3rd	92.44	88.51	87.38	100.00	
Napping, 1st	100.00			97.60	
Napping, 2nd	94.55				
Napping, 3rd	100.00				
Finishing, 1st	92.00	93.85	95.72	95.06	94.40
Finishing, 2nd	95.55	93.89	97.85		98.00
Finishing, 3rd	97.65	100.00	98.44		100.00
Shipping, 1st	95.00	100.00		50.00	90.00
Shipping, 2nd	92.73				100.00
Shipping, 3rd	83.64				
Power Plant			99.04		
Color Shop				99.31	
Lab. & Chem.		100.00		100.00	
Printing				96.20	
Bleaching				96.96	
Mechanical	97.78	100.00	97.83	94.88	
Village Upkeep					
General Help	97.90	97.58	98.03	98.41	
Carp. & Painters	100.00	100.00	96.43		
Truck		100.00	100.00	100.00	
Electrical		97.73			
Maintenance		96.83	97.69		
Filter				100.00	
Supply Room					
Leased Truck Drivers		100.00			

Social Security Tax Rate Increases

Social security tax rate for persons whose work counts toward old-age and survivors insurance is scheduled to increase on the first of January, 1954, manager of the Greensboro social security office

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When colds, measles or flu leave you with a cough get Creomulsion quick because it soothes raw throat and chest membranes, loosens and helps expel germ plegm, mildly relaxes systemic tension and aids nature fight the cause of irritation. You'll like its results better than other medicine or drugist refunds your money. No narcotics. Pleasant to take.

CREOMULSION
relieves Coughs, Chest Colds, Acute Bronchitis

Statistics Local Church Crusade

Church	Membership	S. S. Enroll.	S. S. Attend.	Worship Attend.
SUNDAY, DECEMBER 20, 1953				
Carraway Memorial Baptist	491	367	195	365
Eller Memorial Baptist	1130	700	379	805
Church of God	245	250	180	316
Newlyn St. Methodist	325	228	154	250
Palm St. Christian	222	225	163	339
Proximity Methodist	594	323	200	395
Rankin Baptist	252	236	158	324
Second Pilgrim Holiness	180	230	174	300
16th St. Baptist	538	411	251	385
Stevens Memorial Baptist	280	215	135	195
Revolution Baptist	416	334	215	335
Wesleyan Methodist	105	178	89	175
St. Paul Methodist	186	116	110	190

Congress in anticipation of future obligations of the program.

Employees in jobs covered by the law will have 2 percent instead of the present 1½ percent deducted from their pay beginning with the first of January up to earnings of \$3,600 a year; their employers will contribute an equal amount.

The new rates will apply to all taxable wages paid after December 31, 1953, regardless of when earned.

The social security tax for the self-employed is scheduled to increase from the present 2½ percent to 3 percent, for the period commencing January 1, 1954. Since the self-employed whose work is covered by the law pay their tax just once yearly at the time of filing their Federal income tax return, they will pay the present 2½ percent social security tax on their 1953 income that counts toward social security. This will be due not later than March 15, 1954. Their first payments at the increased rate of 3 percent will be due March 15, 1955, for the calendar year 1954.

In the meantime the Internal

Revenue Service reports that employers are being furnished with income withholding tables and Federal Insurance Contributions Act (social security taxes) tables reflecting rates applicable next year.

The next scheduled increase, six years from now, in 1960, will be to 2½ percent each for employer and employee, and to 3½ percent for the self-employed.

Revolution Items

Mrs. Ida Raynor King of Durham is the guest of Mr. and Mrs. J. R. Raynor of Reidsville Road.

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NEW YEAR!
We want to wish
you and your
loved ones added
joys and wealth!

VESTAL'S
FLOWER SHOP
Summit Shopping Center
Phone 2-5470

City Recreation Department
1954 Basketball Schedule

All games at Bessemer Gym

Forfeit Time: 15 minutes after scheduled.

CITY LEAGUE

1. Burtner Furniture
2. Proximity Y
3. Clarks Esso
3. Clowns
5. White Oak Y

Monday, January 4

6:30

7:45

9:00

Wed. Jan. 6

6:30

7:45

9:00

Thursday, Jan. 7

6:30

7:45

9:00

Monday, Jan. 11

6:30

7:45

9:00

Top four teams in each league will participate in tournament play in each league tournament at end of season.

RECREATION LEAGUE

1. Jefferson Standard
2. Jaycees
3. Bur Mill
4. Marine Reserve
5. Vick Chemical

Jaycees vs. Jeff. Std.

Bur Mill vs. Vick Chemical

Proximity Y vs. Clarks Esso

Jeff. Std. vs. Vick Chemical

Proximity Y vs. Burtner

Clarks Esso vs. White Oak Y

Burtner vs. White Oak Y

Jaycees vs. Marine Reserves

Proximity Y vs. Clowns

Vick Chem. vs. Marine Reserves

Jeff. Std. vs. Bur Mill

Clowns vs. White Oak Y

CLEGG
COAL
DIAL 2-6112



AND FONDEST HOPES FOR A JOYOUS NEW YEAR

We can cheerfully say that we have enjoyed serving you in every way possible during the past year. We hope the New Year brings you the blessing of Happiness and Prosperity.

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TO
EACH
ONE
OF
YOU!



May each day of the New Year be a happy one for our friends and their loved ones!

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AND BEST
WISHES TO ONE AND ALL

It's a wonderful feeling to look back on a full year of service and know that we have tried our best to satisfy you. We intend to keep on doing so, and in grateful appreciation we want to send you the warmest greetings of the holiday season.

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Dr. Heaton Speaks

(This talk was given on December 14 on WFMY-TV.)

BETTER UNDERSTANDING OR BITTER UNDERTAKINGS?

I am sure that you read in the paper about the decision of the Supreme Court of the United States

last week when it decided that one thing every company had a right to expect of all of its people was loyalty, and that disloyalty was a very serious thing. That set me to thinking about why some of us are loyal and why some of us are disloyal—why it is that some of us are always working toward better

understandings between people and why it is that others seem to be undertaking bitter things toward other people.

I would just like to talk to you a little bit tonight about your feelings toward your company, and also to give to you some understanding of your own behavior. You see, this one thing is true of every one of us: No person feels or acts according to things as they really are, but every person feels and acts according to his mental image of what they are like. I want you to understand that, because I don't suppose there is anything more important for any individual to understand about himself or about other people. No person feels or acts according to how things really are, but he feels and acts according to his mental image of what they are like.

For example, I speak the word "corporation." Probably you work for a corporation and you have a mental image at once of what a corporation is like. Maybe you think it is a ruthless, arrogant group of people who slowly and relentlessly grind down other human beings as they grind out machinery and materials. Or maybe you think of a corporation as a group of people, some of whom have invested their money, some of whom have built machinery, some of whom manage the enterprise, some of whom have skills in labor, all working together to do something that no one could possibly do alone. You see, it is your mental image of the corporation that really matters. It is what you think the corporation to be that determines whether you have a feeling of like, or dislike, a feeling of good will or a feeling of bitterness.

Now the facts may be far different from your mental image of them and they usually are. And yet in the same company some people will have a mental image that will cause them to like the company, while some people will have a mental image of it that causes them to dislike it. Why, I have known some people to dislike their company so greatly that they would damage the product deliberately.

And I have known other people who like the company for which they worked so much that they would go all out to meet an emergency; they would go all out in their effort to make that company succeed.

That is what I want to talk about tonight, because we can't have the things we really yearn for in life unless in our daily work we have a feeling that promotes better understanding instead of having a feeling that promotes bitterness. And there is a responsibility that rests on both management and upon labor in this, upon both the employer and the employee. Let me talk for a minute to you employers and to you supervisors about the things that people misunderstand and that cause bitterness. For example, there is this matter of giving instructions to people about the job. Whenever I get a group of supervisors together I always make a point of the importance of how you give instructions to people, and I ask them to tell me some of the common mistakes that management makes in this. Supervisors will come up with suggestions like these: We make a mistake when we give orders bluntly, or they will say we make a mistake when we ask a man to do more than is possible for him to accomplish. Or they will say we make a mistake when we put the wrong man on the job and are unfair in the assignment.

And then you will ask them, well, now what are some of the ideas we ought to follow in giving instructions to people and they come up

with suggestions like these: First of all, one ought to be sure that the individual who is receiving the instructions understands what he is supposed to do. How important that is, because when an individual doesn't understand what he is supposed to do he does find bitterness in his heart because of the way he has been treated. I was in a plant just last week, and this sounds unbelievable, where a woman had been moved over to a position of inspecting the work of about 20 different girls. She was simply put on that position about two weeks ago with no instructions at all about what she was to look for, just that she was to inspect a certain percentage of the work of each of the 20 girls. And then, of course, the inevitable happened. Different foremen came over with defective materials these girls had produced and they blamed this new inspector for allowing these defective materials to be sent over to them. It was only as they complained to her about these mistakes that she was able to learn what she was really looking for. When I was talking to her on last Wednesday, she was crying because she had just been told that she was to inspect the work of 20 more girls, and she had not yet been told what she was to look for nor how she was to do the job. And naturally, there was a feeling of resentment within her. So be very careful in giving your instructions to people to make sure they fully understand what it is you expect them to do.

And also, in giving instructions,



DOING YOUR PART?—Red Cross workers here pack jars of blood donated for use in Guilford County and Greensboro and the armed forces. An average of 350 pints of blood is being used each month in local hospitals. Many Cone Mills employees have received transfusions from the Red Cross blood bank. The Bloodmobile will be at Proximity YMCA on January 6 from 11:30 a.m. to 5 p.m. and at White Oak Y on January 7 from 11:30 a.m. to 5 p.m. All healthy residents of the four Cone Mills communities are asked to consider the seriousness of giving a pint of blood for this life-saving cause. This will be the only visit here by the bloodmobile this year.

it is extremely important that we show the individual a spirit of helpfulness. One of the finest transformations I have seen in a supervisor has been in a man who took my suggestions that when he went to talk to a certain employee, he would come in a spirit of helpfulness and offer to stay with that man until the job was well started and to give to him the kind of help he needed. And I am just using this to illustrate to you people who are supervisors how important it is that you not create situations of misunderstanding, for people will become bitter.

Now let me talk to you — you people who get these instructions — you who are the hourly paid employees. Surely, there will always be misunderstandings — there will always be human beings who make mistakes, and one of the most important things for you to recognize, and I state this as a minister, is the damage that comes to you when you allow these mistakes to create

bitterness in your own heart. Avoid bitterness at all costs. There is nothing so destructive. There is nothing so vicious as a feeling of antagonism and resentment. If you don't understand the way that things are going, let me repeat what I have said again and again. Go to your foreman and talk to him about it. Your company expects him to listen to you, they want him to listen to you. And you go and just plainly tell him that you didn't understand what it was that he wanted you to do. I am sure that if you go in that spirit, you first of all will have removed from your heart the feeling of bitterness that leads to disloyalty—the one thing that no one of us can really tolerate. As you work with other people, try to realize that everyone is just like you and he too may have the wrong mental image of things. He may not be seeing things as they really are either. And because his mental image of things is incorrect. (Continued on page 4)

Kerosene Fuel Oil and Bag Coal

Deliveries: Any Amount, Anytime, Anywhere
PHONE 4-4614 AND ASK FOR KENNETH LOYD
CITY COAL AND OIL 116 PEARSON ST.

Happy New Year!

TO ALL OF OUR CUSTOMERS!

As the sun rises
On a brand new year!
We take time out
To wish you good cheer!

ROSE'S 5-10-25[¢] Stores

Summit Shopping Center — Free, Ample Parking



GREETINGS



1954

May we wish you much success and happiness during the coming year. It is our wish to serve you during that time. Come see us often.

McKnight Hardware, Inc.

Summit Shopping Center — Phone 4-1258

PYTHIAN PAPER DRIVE THIS Sunday, January 3 AT 1:30 P. M.

PLEASE HAVE ALL OLD PAPER, MAGAZINES, ETC. ON CURB.

All Proceeds Go To Charity



TO ALL THE
NICE PEOPLE
WE KNOW

There is no better time to renew old friendships than at the start of a new year. So, we send you the warmest greetings of the season.



BANK OF GREENSBORO

Southeastern Building, Market and Elm Streets
TWO DRIVE-IN LOCATIONS
621 South Elm Street
Summit Shopping Center
Member Federal Deposit Insurance Corporation



HAPPY
NEW
YEAR!

BEST
WISHES!

This past year has been wonderful and we have enjoyed serving you. We are looking forward to our continued close friendship.

U-SAVE-IT FOOD STORES, INC.
2100 N. Elm St.—McAdoo Heights—Phone 4-2486

New Year Greetings

TO SWELL PEOPLE!

May the future hold
a wealth of happiness
and prosperity for all!

City INDUSTRIAL Bank

SAVINGS
GREENE & GASTON STREETS CHL 2-9098

WISHING ALL A

•HAPPY•
NEW YEAR

We want to wish all our Customers added prosperity and success throughout each day of the New Year!

Textile Jewelry Company

400 State St. McAdoo Heights—Phone 2-4922
Frank E. Tutzauer, Prop.—Archie E. McIntyre, Mgr.



- Prescription Service
- Sundries
- Candies
- Drugs
- Cosmetics
- Soda Fountain

(FREE DELIVERY SERVICE)

Edmond's Summit Center Drug Store
SUMMIT SHOPPING CENTER — Phone 4-1586



Greensboro A&P Food Stores

SUMMIT SHOPPING CENTER

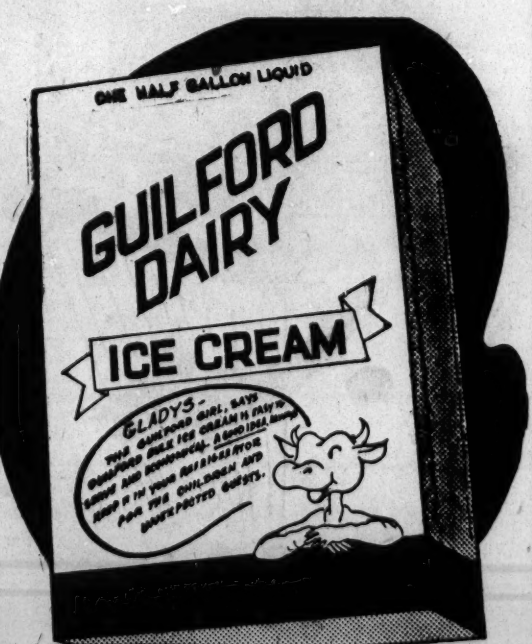
2215 Walker Ave. • 221 Commerce Pl.
110 Asheboro St. • 901 W. Lee St.

EUBANKS
LAUNDROMAT
"Shop While You Wash"

Hours
Mon. Thru
Fri.
8 to 8
Saturday
8 to 2

Finished
Shirt
Service

Phone 4-4709



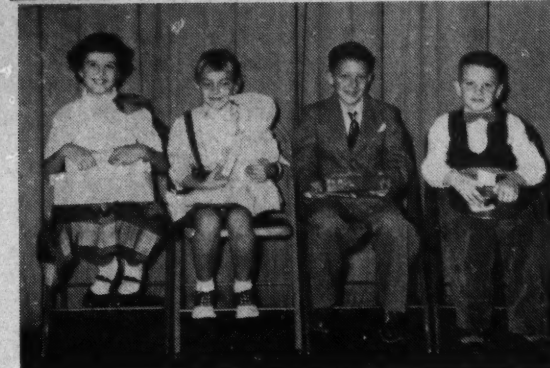
Guilford Dairy Bar — 946 Summit Ave.



JUNIOR HIGH WINNERS—Winners in the popularity contest at Proximity School for Junior High grades are shown, left to right, Carol Lowrey, second place for girls; Brenda Brady, first for girls; Larry Poteat, first for boys, and Tommy Carter, second for boys.



ELEMENTARY WINNERS—These are the winners in the Proximity School Elementary grades in the recent popularity contest. They are, left to right, Carolyn Hicks, second place; Rita Redding, first; Thad Masters, second. Mickey Fulcher, first, was not present for the picture.



PRIMARY WINNERS—Proximity School Primary grade winners are shown here, left to right, Brenda Carter, second place; Pan Holyfield, first; David Medford, first and Jackie Campbell, second.

Frozen fish in consumer-sized packages has zoomed in popularity with American housewives. Figures from the National Fisheries Institute indicate production of this easy-to-prepare food has increased 79 per cent — from 43,000,000 pounds in 1950 to 77,000,000 pounds in 1953. This is exclusive of cello-wrapped frozen fish, and breaded, cooked or other frozen specialty fishery products.

*Refresh Yourself
With Ice-Cold Coke*



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BOTTLING COMPANY**

Call your nearby
MAYFLOWER
Warehouseman

**READY TO
SERVE YOU
IN
MOVING
STORAGE
PACKING**

**CHAMPION STORAGE
and
TRUCKING COMPANY**
(Bonded)

Phone 207
2-1547 Walker Ave.

Drink
Old Colony
Beverages

Orange, Grape, Strawberry
Wholesome and Refreshing

**ORANGE CRUSH
BOTTLING COMPANY**
Greensboro, N. C.

TOGS for Two

**SALE
CONTINUES**

CHILDREN'S
Coats and Snow Suits
SIZES 1 to 6x
REDUCED 1/2 and over

RACK OF DRESSES GREATLY REDUCED

**MATERNITY DRESSES, JACKETS
PEDAL PUSHERS
REDUCED ONE-THIRD**

TOGS FOR TWO

MATERNITY AND CHILDREN'S WEAR
SUMMIT SHOPPING CENTER — PHONE 2-0512
—Free and Easy Parking—

White Oak News

by Ethel C. Tew

Mr. and Mrs. L. E. Bush Jr. and son Mark, of Savannah, Ga. spent the Christmas holidays with Mr. and Mrs. L. E. Bush Sr.

Mrs. Dora Welborn spent Christmas with her son Mr. and Mrs. O. J. Welborn. Also visiting with them were Mr. and Mrs. W. L. Welborn and son of Wake Forest.

Pvt. and Mrs. John R. Pinkelton

have returned to Fort Benning, Ga. after spending a week visiting Mr. and Mrs. C. L. Pinkelton and Mr. and Mrs. Whitt Crutchfield.

Mr. and Mrs. Paul Willis and children of Gastonia spent the Christmas holidays with Mr. and Mrs. B. G. Head.

Mr. and Mrs. Perry Tew visited relatives in Tarboro the past week end.

Mr. and Mrs. David G. Cox of Fayetteville spent the Christmas holidays with Mr. and Mrs. Marvin Steele.

Revolution Items

Mr. and Mrs. J. L. Hinshaw spent Christmas morning and Saturday in Gastonia with Mrs. Kate Chester. Revolution Community Club will meet on Wednesday, January 6 at 10 a.m. in the club room. Mrs. Hannah Moore, president, urges all members to attend this first meeting of the New Year. Mrs. J. L. Hinshaw and Mrs. Lowell Steele will be hostesses.

FUNERAL HELD FOR

(Continued from page 1)

Memorial Baptist Church. Burial was in Lakeview Memorial Park. Mr. Cox was employed at Revolution Division.

Survivors include his wife, the former Beatrice Hobbs; one son Gary Cox of the home; two daughters, Jackie and Connie Cox of the home; his stepmother, Mrs. Lillie Leech Cox of Starr; and three sisters, Mrs. Jennings Caviness, Mrs. Donald Weaver and Mrs. Curtis Maness of Greensboro.

FIGHT POLIO

(Continued from page 1)

Leaders in the fight estimate that at least \$75,000,000 will be required.

ed to carry the battle through the year ahead.

The nation is now nearing the close of six years of continuous high polio incidence. Scores of thousands of crippled individuals still need care and treatment. And the polio fighters also must proceed on the grim certainty that thousands more will be stricken before the Fourth Front armies push to a final victory.

Research programs into many aspects of the disease must be continued. Much has been learned about polio in the last decade. The mystery has been stripped from this crippling disease. But there is much that the scientists do not know, and they cannot quit until every important question is answered.

The education front also must be maintained. Until polio is wiped

out, the program of informing the people about polio precautions must be pushed.

America is on the threshold of victory over one of its most feared diseases. And yet, with the open door to victory, the war is not yet won. The polio fight has just begun to mount its big offensive. The American people are ready to throw in all reserves and turn loose the full force of their power in this final thrust.

DR. HEATON SPEAKS

(Continued from Page 3)

rect, he is going to make the wrong decisions. Maybe he is going to say the wrong things, and everyone of us has a very solemn obligation to be big enough, to be tolerant and to be patient of others.

You see, we are all together in this thing and when one person is

bitter, that bitterness affects the whole group. When one person is disloyal, it hurts all of us. So everyone of us ought to learn at this Christmas Season that if you want to be happy on your job, you certainly have to begin with the spirit of better understanding instead of bitter undertakings.

**BANK
AUTO
LOANS**

**Low Rates!
Prompt Service**

Thru Your Dealer or Visit Us
TIME PAYMENT DEPARTMENT
**SECURITY
NATIONAL BANK**
9-5 Daily 9-12 Saturday

THURSDAY NIGHT IS FAMILY NIGHT

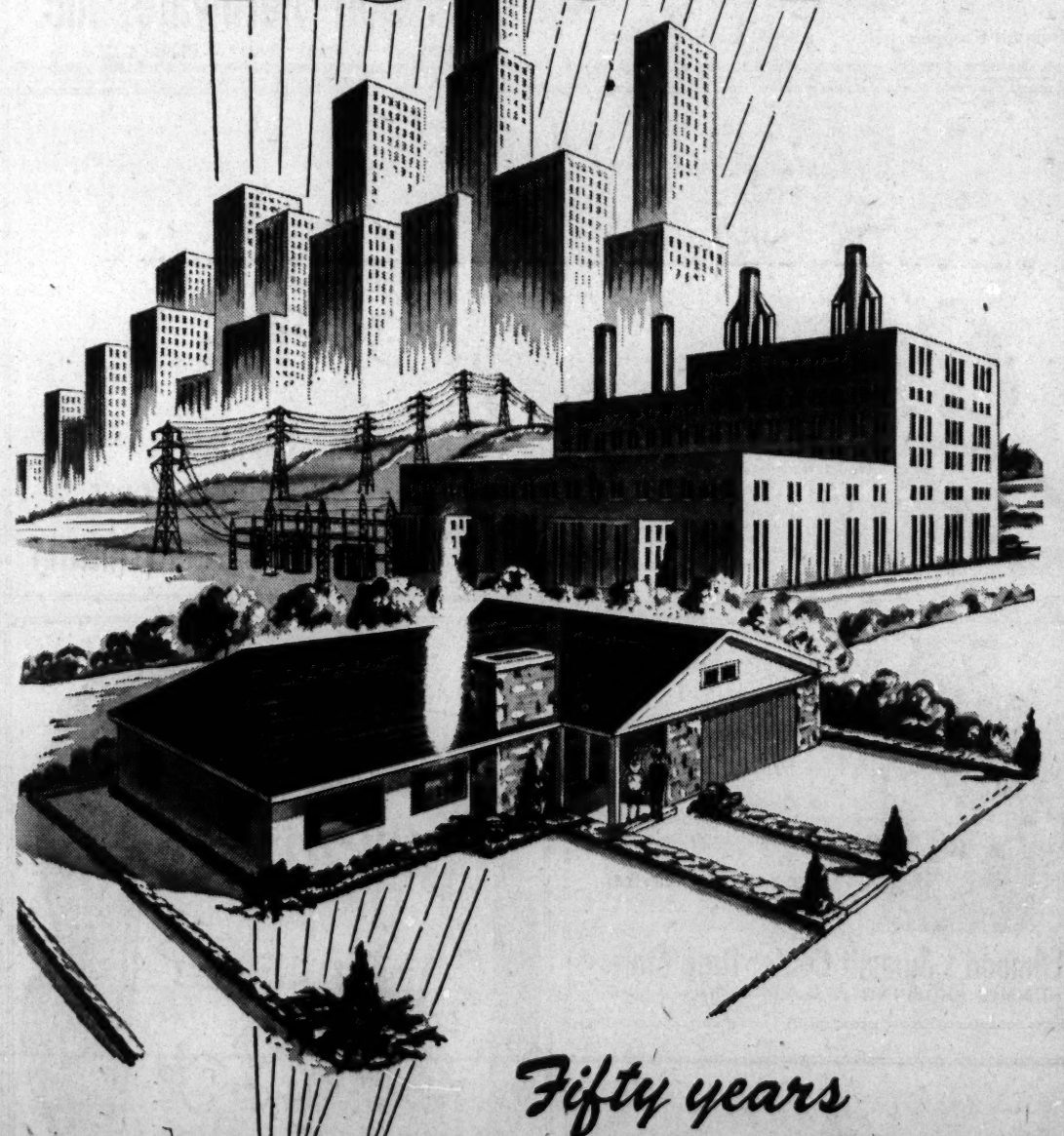


Over twelve million meals served yearly

HAPPY NEW YEAR

For the FIFTY-FIRST time

1954



*Fifty years
have built a
POWERFUL
Piedmont*

DUKE POWER COMPANY
Serving the Piedmont Carolinas

217 North Elm Street

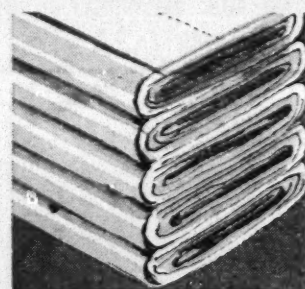
Phone 2-2131

MEYER'S Shop and Save
Thrift 9:30 till 6
Basement SATURDAY

hurry in! gigantic savings!

**GREAT JANUARY
White Sale**

Type 180 — Percale Sheets



if first quality
would sell
for \$2.98

\$1.98

Double bed size
Thirds!

Bleached white 81x108 double bed sizes sheets. Grand values. Stock up now and save!

Muslin Pillow Cases 39c each

Seconds of 45c value

save! handsome warm quilted

All Wool Comfort \$7.98

Luxurious rayon satin comfort quilted with all wool filling. 72x84. Save now on this grand value!

50% cotton, 50% wool Comfort, reg. \$5.98 \$4.98

save! warm 12% wool, 88% rayon



Puma Blanket

irreg. \$10.98 value

\$6.98

Fine blanket by Chatham. Wool and rayon with 6" rayon satin binding. 72x90. Char-treuse, white, blue, yellow, aqua, green, rose, beige. Save now!

save! irreg. of 2.49, 2.98 values—Chenille

Cut Pile and Loop Rugs \$2.00

Grand values in scatter rugs. 30x54 or 27x48 sizes. Wine, brown, maize, flamingo, gray.

save! reg. 2.98 value 1st quality plastic

Shower Curtain Set \$2.49

Fine quality printed plastic. 6'x6' shower curtain with matching 27"x54" ruffled window curtains.

save! reg. 1.98 value . . . handsome

Lustron Draperies \$1.98 pr.

Non woven rayon fabric. Floral or modern prints. Each panel 36"x90". Grand way to give your home a new look!

Shop Meyer's Thrift Basement